



PIKE/PINE

urban center village

Design Guidelines

Effective October 15, 2000



City of Seattle
Department of Design,
Construction & Land Use

Design Review: *Pike/Pine Urban Center Village Design Guidelines*

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I. Design Review in Seattle's Neighborhoods

What is Design Review?

Design Review provides a forum for citizens and developers to work toward achieving a better urban environment through attention given to fundamental design principles. Design Review is intended to affect how new development can contribute positively to Seattle's neighborhoods. Design guidelines offer a flexible tool—an alternative to prescriptive zoning requirements—which will allow new development to respond better to the distinctive character of its surroundings.

Design Review has three principal objectives:

1. to encourage better design and site planning to enhance the character of the city and ensure that new development sensitively fits into neighborhoods;
2. to provide flexibility in the application of development standards; and
3. to improve communication and participation among developers, neighbors and the City early in the design and siting of new development.

Design Review is a component of a Master Use Permit (MUP) application, along with other components, such as environmental review (SEPA), variances, etc., administered by the Department of Design, Construction and Land Use (DCLU). Like these other components, Design Review applications involve public notice and opportunity for comment. Unlike other components, projects subject to Design Review are brought before the Design Review Board for its recommendations or to staff through Administrative Design Review. The final decision on Design Review is made by the DCLU Director, together with the decisions on any other MUP components. This decision is appealable to the Hearing Examiner.

What are Neighborhood-Specific Design Guidelines?

Design Review uses the both Citywide Guidelines and guidelines that are specific to individual neighborhoods. Once adopted by the City Council, neighborhood-specific design guidelines augment the Citywide Guidelines. Together they are the basis for project review within the neighborhood.

The guidelines for the Pike/Pine neighborhood augment the existing Citywide Design Guidelines.

The Pike/Pine neighborhood design guidelines reveal the character of the Pike/Pine district as known to its residents and business owners. The guidelines help to reinforce existing character and protect the qualities that a neighborhood values most in the face of change. Thus, a neighborhood's guidelines, in conjunction with the Citywide Design Guidelines, can increase overall awareness of good design and involvement in the design review process.

More About Design Review

More information about Design Review can be found in the Citywide Design Guidelines and in the Seattle Municipal Code (SMC 23.41). Information includes:

- Projects Subject to Design Review
- How Design Guidelines are Applied
- Who Serves on the Design Review Board
- Development Standards Departures

II. Pike/Pine Context and Priority Design Issues

The overriding objective of the Citywide design guidelines is to encourage new development to fit in with its surroundings. Neighborhood guidelines share this objective. Whereas Citywide guidelines are meant to apply throughout the City, neighborhood guidelines provide a more focused opportunity to recognize local concerns and design issues. They may give more specific direction as to the design character, site conditions or community objectives new development should respond to.

The Pike/Pine neighborhood is one of five designated urban centers in Seattle. Urban centers are targeted as the densest areas in terms of housing and employment, yet are intended to be pedestrian-oriented communities with direct access to regional high-capacity transit. Pike-Pine provides these 'urban center' amenities while also maintaining a distinct historical legacy as Seattle's original auto-row.

A high neighborhood priority is to preserve the physical and social character of the corridor. Inventive preservation of the existing community attributes is the main criterion for all proposed new developments. While adaptive re-use of existing buildings is generally preferred, new structures that reflect the architectural legacy of the neighborhood are also encouraged.

1. Site Planning

Neighborhood Priority:

There are several elements in the Pike/Pine neighborhood that lend to its unique and thriving character, especially its active commercial street life, both day and night. Perpetuating this energy is especially important for small businesses that thrive on foot traffic. The topography of the neighborhood also lends to its unique character, especially its slopes and vistas

from Pike and Pine Streets toward the natural environs of Elliott Bay and the Olympic Mountains. Public views of the Space Needle and Pike Place Market are also important to the neighborhood and opportunities to protect these views should be considered and celebrated with new development projects.

2. Architectural Elements and Materials

Neighborhood Priority:

Preservation and Enhancement of Existing Neighborhood Character.

Preserve and enhance the architectural legacy of the loft building typology known as auto-row.



Figure 1: Pike/Pine signature building—light industrial with decorative trim and brick work.

This typology is characterized by its use of exterior materials and design elements such as masonry (especially brick) and timber structures, multi-use loft spaces, very high, fully glazed storefront windows and decorative details such as cornices, emblems and embossed building names.

Also important is the integration of artistic excellence and creativity in both the designs of the permanent structure and businesses that exist within these buildings.

New buildings should honor the historic architectural context through use of complementary or similar materials and styles.

There is a variety of ways this can be achieved in order to succeed in maintaining a strong sense of compatibility with the architectural rhythm and patterns of adjacent structures in the Pike Pine neighborhood. Architectural elements that dominate the desirable streetscapes include echoing the floor to ceiling heights of the auto-row architecture as well as incorporating distinguished main entrances and artistic embellishments of the building façade. Brick is a preferred exterior material. Other architectural elements include first floor storefronts with design attributes such as recessed doorways, sidewalk to ceiling glazing, finely detailed window mullions and street landscaping wherever possible.



**Figure 2:
Signature style**

3. Height, Bulk and Scale

Neighborhood Priority:

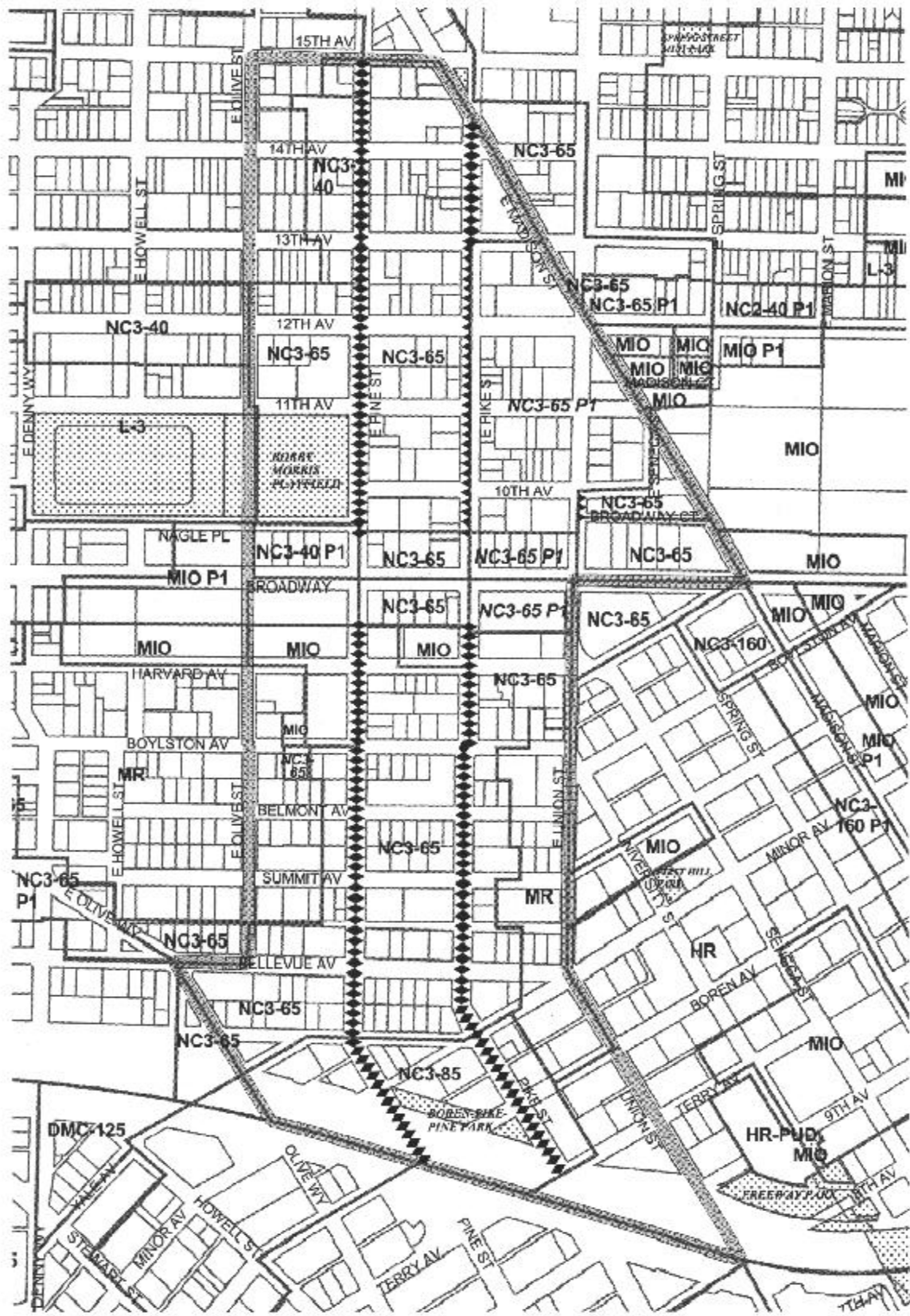
Maintain the gradual transition from the denser west end (the area west of Broadway to Downtown) activities connecting to the downtown central business district and the lower-density residential neighborhoods to the east.

While it is recognized that Design Review applies to new developments that meet Design Review thresholds, the adaptive re-use and additions to garages, warehouses, and lofts is also encouraged in order to retain the flavor of the neighborhood. This context can be used to positively and creatively inform new developments.

Also important is the preservation of the fragile balance of high-density residential and commercial use with a small-scale, pedestrian oriented scale that lends to a vibrant street life.

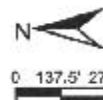


Pike/Pine Urban Center Village Design Guidelines



**Map 1:
Pike Pine
Urban Village**

Legend



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Zone Designations: **L1, L2, L3** (Lowrise 1, 2 and 3), **MR** (Mid-Rise), **HR** (High-Rise), **RC** (Residential Commercial), **NC3** (Neighborhood Commercial 3), **P1** (Pedestrian Overlay), **MIO** (Major Institution Overlay)

Projects requiring design review must comply with the neighborhood design guidelines in this handbook as well as the Citywide Design Guidelines.

Note: The guidelines are numbered to correspond to the Citywide Design Guidelines (A-1, A-2, etc). A gap in the numerical sequence means there are no neighborhood design guidelines for that particular Citywide Guideline.

A. SITE PLANNING

A-1 Responding to Site Characteristics

Characteristics and opportunities to consider in Pike/Pine include both views and other neighborhood features including:

- A change in street grid alignment causing unique, irregular-shaped lots, including Union and Madison and 10th and Broadway Court
- “Bow tie” intersections at 13th/14th between Pike/Pine/Madison



Site Planning

responding to site characteristics

transition between residence and street

residential open space

A-6 Transition Between Residence and Street

Residential entryways that feature heavy or contrasting trim, distinctive materials and a link to the surrounding streetscape are encouraged.



Figure 3:
Transition between residence and street.
Arched, recessed entry.



Figure 4:
Transition between residence and street

A-7 Residential Open Space

Locating a significant amount of open space on rooftops is discouraged. Open space at street level and features that provide visual relief on building facades, such as balconies, are encouraged.



Figure 5:
Balconies provide visual relief

A-9 Location of Parking on Commercial Street Fronts

Garage entryways facing the street should be compatible with the pedestrian entry to avoid a blank façade. Steel mesh is a preferred alternative to solid doors.



Site Planning

location of parking on
commercial street
fronts

corner lots

A-10 Corner Lots

Buildings on corner lots should reinforce the street corner. To help celebrate the corner, pedestrian entrances and other design features that lend to Pike/Pine's character may be incorporated. These features include architectural detailing, cornice work or frieze designs.

The following corner sites are identified as Pike/Pine gateways (see map, page 11).

- Pike/Boren: southeast corner
- Melrose/Pine: northeast corner
- 12th/Pike intersection
- 12th/Pine intersection
- Madison: between 11th/12th
- Madison entries onto Pike and Pine

Two examples of projects that incorporate architectural materials and detailing that celebrates the corner are shown below:

**Figure 7:
Neighborhood
icon building**

Figure 6: Recent development

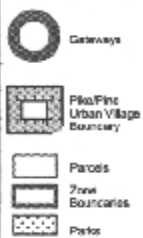




Pike/Pine Urban Village

Gateways

Legend

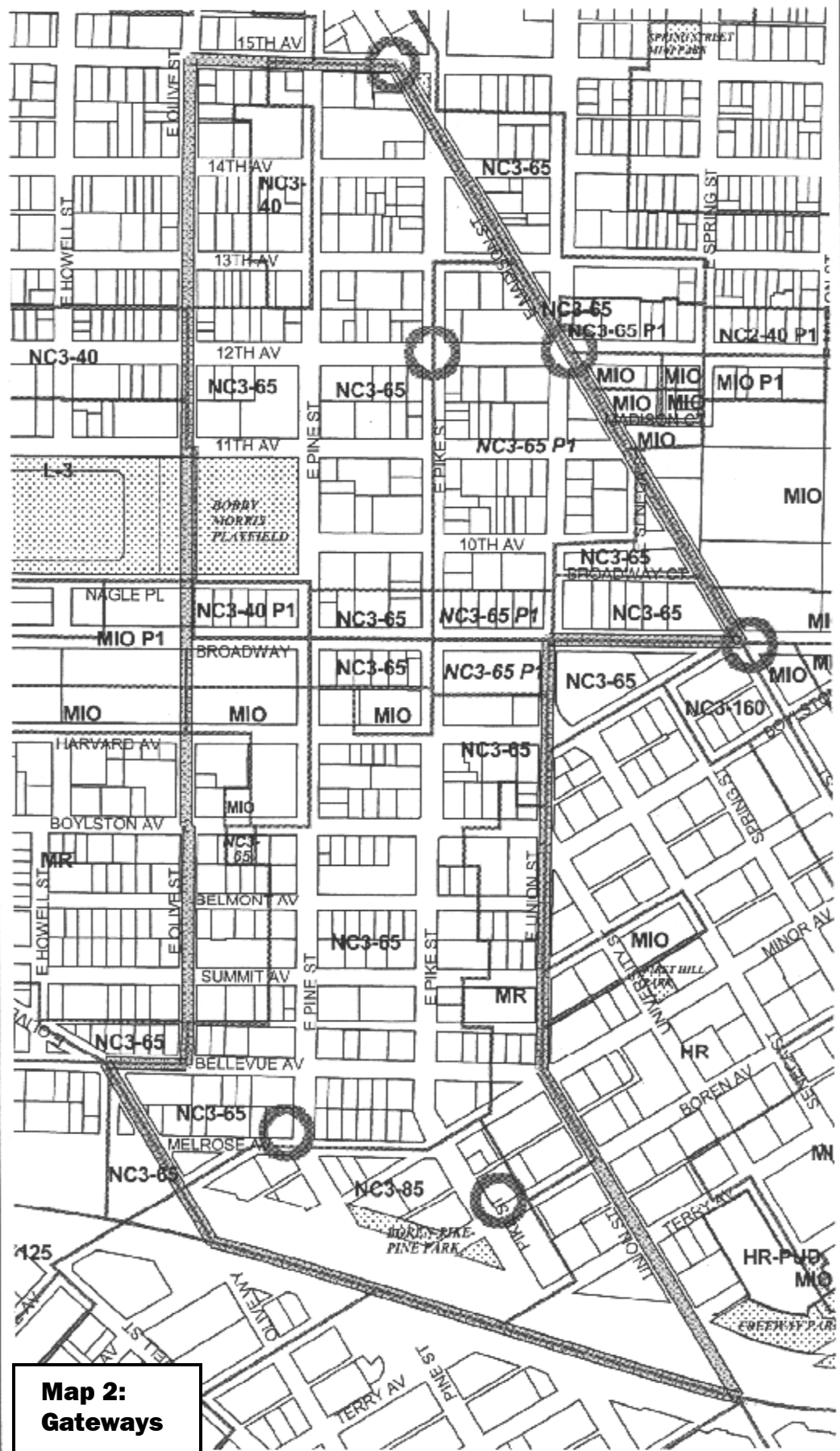


0 125 250
Feet

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**Map 2:
Gateways**



Zone Designations: L1, L2, L3 (Lowrise 1, 2 and 3), MR (Mid-Rise), HR (High-Rise), RC (Residential Commercial), NC3 (Neighborhood Commercial 3), P1 (Pedestrian Overlay), MIO (Major Institution Overlay)

C. ARCHITECTURAL ELEMENTS AND MATERIALS

C-1 Architectural Context

The Pike/Pine “vernacular” architecture is characterized by the historic auto-row and warehouse industrial features of high ground floor ceilings and display windows, detailed cornice and frieze work, and trim detailing.



Architectural Elements and Materials

architectural context



Figure 9:
Context—light industrial signage and building design; tall windows



Figure 8:
Context—pilasters, arched terracotta cladding, parapet



Figure 10:
New construction—large windows, balconies provide visual modulation.



Figures 11 and 12: Signature Pike/Pine architectural styles

New buildings should echo the scale and modulation of adjacent buildings in order to preserve both the pedestrian orientation and consistency with the architecture of nearby buildings. Architectural styles and materials that reflect the light-industrial history of the neighborhood are encouraged.

Examples of preferred elements include:

- Similar building articulation at the ground level;
- Similar building scale and proportions; and
- Similar building details and fenestration patterns.

Taking architectural cues from the following developments is encouraged:

- Villa Apartments (NE Pike/Boren);
- Wintonia (SW Pike/Minor);
- NW Boylston/Pine
- Pike Lofts (SW Pike/Bellevue);
- Schuyler (SW Pike/Boylston);
- Monique Lofts (NW Pike and 11th)



Architectural Elements and Materials

architectural context



Architectural Elements and Materials

human scale

C-3 Human Scale

In order to achieve good human scale, the existing neighborhood context encourages building entrances in proportion with neighboring storefront developments. In addition to the Citywide Design Guidelines, developments should successfully contribute to the vitality of the street level and pedestrian scale relationships to the right-of-way. Thus, the design of the ground floor of new developments should include:

- Pedestrian-oriented architectural elements
- A rhythm of building modulation comparable or complimentary to adjacent buildings
- Transparent, rather than reflective, windows facing the street

This is especially important along Pike, Pine, and Olive Streets, as well as on 10th and 11th Ave between Pine/Madison. It is preferred that ground floor development echoes the patterns established by adjacent buildings in this area including high-bays and glazing along the ground floor. Cues can also be taken from the Harvard Market located on Broadway and from the south side of Pike between Boylston and Harvard.



Figure 13: Sidewalks as open space



Figure 14: Retail entryway—transparent windows, floor-to-ceiling, unique signage



Figure 15: Transparent windows, retail modules and consistent entrances broken up by vertical elements lend to streetscape

C-4 Exterior Finish Materials

New development should respond to the neighborhood's light-industrial vernacular through type and arrangement of exterior building materials. Preferred materials include:

- Brick, masonry, textured or patterned concrete, true stucco (DryVit is discouraged), with wood and metal as secondary or accent materials.

Figure 16:
Ornamental
detailing,
decorative trim,
parapet, cast
plaster, brick.



Architectural Elements and Materials

exterior finish materials



Figure 17:
Window trim
detailing

D. PEDESTRIAN ENVIRONMENT



Pedestrian Environment

retaining walls

design of parking lots near sidewalks

visual impact of parking structures

personal safety and security

D-3 Retaining Walls

Where retaining walls are unavoidable near a public sidewalk, a textured surface or inlaid material is encouraged.

D-4 Design of Parking Lots Near Sidewalks

Screening of Parking

For secured surface parking lots, the use of cyclone wire or chain-linked fencing should be avoided and instead, the artistic use of mesh fencing, fabricated iron, decorative hardscape and landscape materials including perimeter trees are encouraged.

D-5 Visual Impact of Parking Structures

Incorporate vertical landscaping (trellises) or artwork as screens where feasible.

Parking structures should provide commercial or other pedestrian-oriented uses at street level.

D-7 Personal Safety and Security

Lighting installed for pedestrians should be hooded or directed to pathways leading towards buildings.

E. LANDSCAPING

E-2 Landscaping to Enhance the Building and/or Site

The creation of small gardens and art within the street right-of-way is encouraged in the Pike/Pine neighborhood in order to enhance and energize the pedestrian experience. This is especially desirable for residential and mixed use developments as well as a means to distinguish commercial areas from institutional areas. Providing vertical landscaping, trellises or window boxes for plants is also desirable. *Street greening* is specifically recommended along the following streets:

- Avenues between Union and Pike Streets, from Minor Avenue on the west to Harvard Avenue on the east;
- Along Bellevue, Summit, Belmont, and Boylston (except from Pike to Pine)
- Union Street from Boren to Broadway
- Avenues between Pike and Olive Streets from 11th Ave. on the east to 14th Ave. on the west including Pine from 14th and 15th and Olive from 11th to 15th (except along 14th Ave. from Pine to Pike)

Permit approval from Seattle Transportation (SEATLAN) is required in most cases for features placed within the City Right-of-Way and early coordination with SEATLAN is recommended.



Landscaping

landscaping to enhance the building and/or site